

**Formatting and Delivering Arbitrary Content
To Wireless Handheld Devices**

ABSTRACT

A wireless handheld device displays arbitrary interactive content using a local computer system as a front end processor for the interactive content. A user of the handheld indicates with the handheld device interest in obtaining a content catalog identifying interactive content available to the user. This interactive content is in a first data format provided by a content provider; the first data format may be incompatible with the handheld device, requiring it to be converted into a compatible second format. The user selects content in the content catalog having the first data format. The local computer system reformats the first data format into the compatible second data format. The handheld device then receives selected content in the second data format.